Guide to Marketing Faculty-Led Study Abroad Programs

For questions or comments regarding this guide, please contact
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Recruiting participants for faculty-led program is one of the essential responsibilities as faculty.

While the CIE does market study abroad in general, students tend to enroll in programs because they have heard from multiple faculty members that the experience is a valuable one. Students who hear, over the course of many months, from you and from others in your department that your program in particular is an important part of their education are more likely to enroll. Whether your program runs annually or periodically, students should hear about it throughout the year. Talk to academic advisors who will see the students whom you plan to market and ask them to help students incorporate study abroad program into their academic plan.

In general, a minimum number of participants must be enrolled in the program for the program to run. The minimum number will be determined by Academic Affairs. Please see the Faculty-led program guidelines online for more information.

**Keys to a successful program**

Below are suggestions from prior faculty leaders and administrators that identify elements that have led to rewarding and successful study abroad programs:

1. Remember that students are the target audience and that they will be most concerned with issues of cost, value, uniqueness, and attractiveness of the program as it fits with their degree requirements and personal needs and interests.

2. Give attention to detail during all aspects of program preparation and planning

3. Communicate regularly with students through email and informal gatherings

4. Communicate regularly with the CIE and utilize the personnel, resources, and professional staff to give your program the best opportunity to succeed.
Below are some suggested methods and ideas to market your program:

- **Program Flyer**
  A flyer is an easy and convenient way to highlight the features of the program and provide students with useful information. Program flyers are primarily created and distributed by Faculty. CIE is available for assistance in designing program flyers. Faculty are encouraged to post flyers in and around academic department buildings. If Faculty-led programs are open to non-UWEC students, Faculty should feel free to send flyers to colleagues at other institutions.

- **Web Page**
  Each faculty-led program has a designed brochure page on the UWEC study abroad website. Prospective students should be directed to the website for program details, prices, program schedule, policies, and the application. Feedback from faculty members regarding the program webpage is encouraged including corrections, updates, or suggestions for additions. It is **very** helpful to add a link to the program webpage from any faculty and departmental websites.

- **Class Visits**
  In-class presentations play a key role in advertising faculty-led study abroad programs. Faculty directors should announce the program in classes (repeatedly) and hand out program flyers. Also, they can share information with colleagues in their department and ask them to make announcements in their classes or allow visits to their classes, if possible. The CIE recommends targeting classes for students in specific majors relevant to the program or classes that focus on topics similar to the program.

- **Study Abroad Fair**
  The CIE holds an annual on-campus Study Abroad Fair in October. It is very important that faculty leaders attend the Study Abroad Fair to promote their program or send a representative in their place. Former student participants of repeat programs will be invited to help out.

- **Past Participants**
  Prospective students are very interested in hearing other students' perspectives. The testimony of past participation is one of the most effective recruitment tools you can utilize. Returned study abroad students are effective recruiters for study abroad programs. Faculty that have offered the program before are encouraged to ask past participants from their own program to speak about the experience in classes and spread the word to other students. As much as possible, use former students to help you recruit.

- **Email**
  Promotional emails will be sent to the UWEC students by the CIE based on their major or enrollment in specific courses. While the application and admission process (including acceptance emails) are handled by the CIE, it is important that faculty maintain regular contact with admitted students in order to keep their interest. To maintain students' interest and necessary minimum number of participants, the CIE suggests that faculty update them often via email. You can email students with new,
exciting details of the program, past student testimonies, how the program fits into their academic plan, informing them of organized promotional events, etc.

✔ Mailings
Faculty may request student mailing addresses, as well as home addresses through the Registrar’s office. This may simply be done by following this link: https://share.uwec.edu/sites/regrec/Pages/DataRequest.aspx and filling out the new data request form. If you have any questions, Pat Lee, Student Records and Data Systems Specialist would be happy to help via email (leepm@uwec.edu) or phone (715-836-2401)

Marketing ideas you may want to consider:
• Begin recruiting early and continually!!!
• Mailing flyers and/or postcards to your target students
• Ask faculty teaching in specific courses to hand out flyers in class
• Advertising and holding information meetings for interested students
• Reserving display cases in building around campus to advertise your program
• Use social media such as Facebook or Twitter
• Secure a table near the Davies Service Center for a few hours during high traffic times (11-1). Set up a display and talk to students!
• Keep lists of students who are interested in your program and email them with information regarding meetings, deadlines, or interesting details
• Attend special events on campus, especially events sponsored by your department that will draw students. There may be an opportunity for discussion about your program!
• Make sure your program is featured in any department/college newsletters

Marketing Materials
Make sure that target students understand that program details, fees, itineraries, etc. can change and may not be exactly as originally advertised. If you create advertising materials of your own for your program (print or web), you will need to include the following disclaimer: “All information included here is subject to change. Modifications may be required depending on the exigencies of the situation.” You will also need to send a copy to the CIE before distributing to the students. The CIE is responsible for ensuring that UW-Eau Claire is in compliance with the UW System policy regarding student recruitment and that all advertising materials have consistent information.

Familiarizing yourself with the Study Abroad Handbook
http://www.uwec.edu/cie/studyabroad/ _customtags/ct_FileRetrieve.cfm?File_ID=0600767C4F060B770407717D011F04010D0F1B7B020F046B000572757B7507700107747D0004777A
will help when it comes time to talk to students about many of these concerns.
Part of marketing will also include addressing the reasons students have for NOT choosing to participate in your study abroad experience. These reasons may include:

- **Money** – financial aid is available to almost everyone; study abroad grants are available to need-based and non-need-based students
- **Time & Credits** – how might your study abroad program affect their graduation date (might they be able to graduate sooner?) and which courses will they receive credit for? How do these courses apply to a particular major/minor or other graduation requirements?
- **Lack of Foreign Language skills** – what level of fluency do students need to attain before studying abroad?
- **Benefit** – why is your particular program necessary or beneficial? Will it impress future employers who see the experience on their resume? Will it help them find a job or progress in their career?
Tips for Marketing Faculty-Led Study Abroad Programs

Outreach to UWEC Students:

✓ Attend Study Abroad Fair
✓ Classroom Visits
  o Classes in your department or in other departments that may have an interest in the program
  o Short (2-5 minute presentations)
  o Highlight the academic/cultural aspects of the program, what is included in the price of the program, and handout flyers
  o For repeat programs recruit returnees to present
✓ Internet/Email Communication
  o Send email(s) to students in major
  o Respond to email inquiries from students
  o Post information about the program and photos on D2L sites for your classes and department (and ask other faculty to do the same)
  o Post information with link to the program website on your department’s website
  o Post information with link to the program website on your personal website
  o Create a Facebook group for your program to post information and interact with prospective and admitted students
✓ Post flyers around your department/building where allowed
✓ Make a short “commercial” to send to students or post on UWEC Study Abroad website
✓ One-on-one advising with students
✓ Make announcements at department and relevant campus events
✓ Connect with student groups in the relevant disciplines and provide them with information about the program

Outreach to UWEC Faculty:

✓ Present the program to faculty in your department and encourage them to tell their students and advisees about the program and to hand out flyers
✓ Reach out to faculty in other departments that may have interested students

Outreach to non-UWEC Students/Faculty:

✓ Send flyers and an introductory letter to colleagues at other UW-System institutions or to contacts at universities out of the area
✓ Promote the program to colleagues when you attend conferences